

Visitor Data Snapshot

YEAR ENDING (YE) JUNE 2023



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COMBINED TOTAL VISITOR EXPENDITURE

\$3.0 BILLION

FROM A TOTAL 1.6 MILLION VISITORS

TOTAL VISITORS



1.65M

YE JUNE 2023

↑ 27%

1.29M

YE JUNE 2022

AVERAGE NIGHTS



7.3

YE JUNE 2023

↑ 0.3 NIGHTS

7.0

YE JUNE 2022

AVERAGE SPEND PER TRIP



\$1,838

YE JUNE 2023

↑ 12%

\$1,642

YE JUNE 2022

VISITORS BY PURPOSE OF VISIT



HOLIDAY

817,000

↑ 17%



VISITING FRIENDS AND RELATIVES

209,000

↑ 8.7%



BUSINESS

532,000

↑ 46%



OTHER*

106,000

↑ 31%

TOP 3 INTERSTATE MARKETS



NSW

VISITORS 254,000 ↑
EXPENDITURE \$664M



VICTORIA

VISITORS 199,000 ↑ 28%
EXPENDITURE \$516M



QUEENSLAND

VISITORS 172,000 ↑ 9.7%
EXPENDITURE \$351M

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA

VISITORS 26,000 ↑
EXPENDITURE \$45M



UNITED KINGDOM

VISITORS 18,000 ↑
EXPENDITURE \$31M



GERMANY

VISITORS 12,000 ↑
EXPENDITURE \$16M



FRANCE

VISITORS 10,000 ↑
EXPENDITURE \$14M



INDIA

VISITORS 9,000 ↑
EXPENDITURE \$7M

TOTAL VISITORS BY REGION



Note: Visitors refers to all-purpose travel and includes; Holiday, Visiting Friends and Relatives (VFR), Business and Other*.

TOP END

YE JUNE 2023

VISITORS 1,218,000 ↑ 24%
EXPENDITURE \$2,147M

GREATER DARWIN

VISITORS 906,000 ↑ 28%
**EXPENDITURE \$1,567M

KAKADU ARNHEM

VISITORS 180,000 ↓ 7.7%
***EXPENDITURE \$209M

KATHERINE DALY

VISITORS 362,000 ↑ 27%
EXPENDITURE \$372M

CENTRAL

YE JUNE 2023

VISITORS 499,000 ↑ 42%
EXPENDITURE \$834M

BARKLY

VISITORS 68,000 ↑ 21%
EXPENDITURE \$36M

**ALICE SPRINGS
MACDONNELL**

VISITORS 324,000 ↑ 38%
EXPENDITURE \$421M

LASSETER

VISITORS 255,000 ↑ 47%
EXPENDITURE \$377M

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending June 2023. Period-to-period percentage changes may differ slightly due to rounding.
*Other includes employment, education and other visitors for stopover reasons. ** Spend for Darwin region only - excludes outer Darwin.
*** Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin.